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PROBLEM TO BE SOLVED: To provide the information processing unit with excellent operability by which desired information is easily and surely obtained. **SOLUTION:** In the case that data of a program corresponding to specific field information are extracted from data superimposed on a television broadcast program, an extract means 131 retrieves and extracts data of the program corresponding to the specific field information by a keyword from contents page data or program content data included in the superimposed data, obtains a program number and a channel of the program from the extracted data to set them automatically. A series of processing is executed by the set channel and program number. The information obtained as a result, that is, program data corresponding to specific field information are printed out by an output means 151. Thus, the operation of designating the program number and the channel is not required.

